

FIG. 1

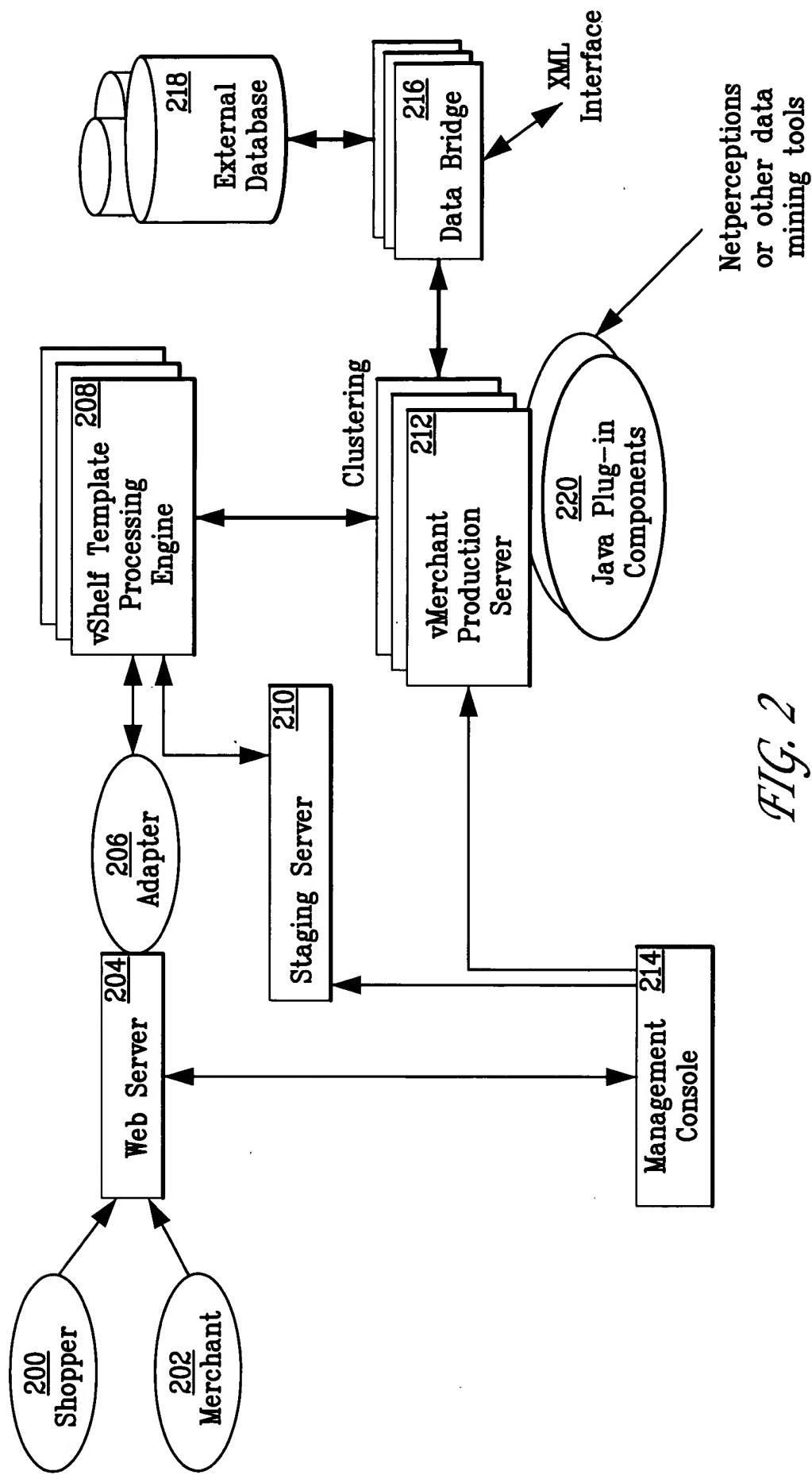


FIG. 2

3/18

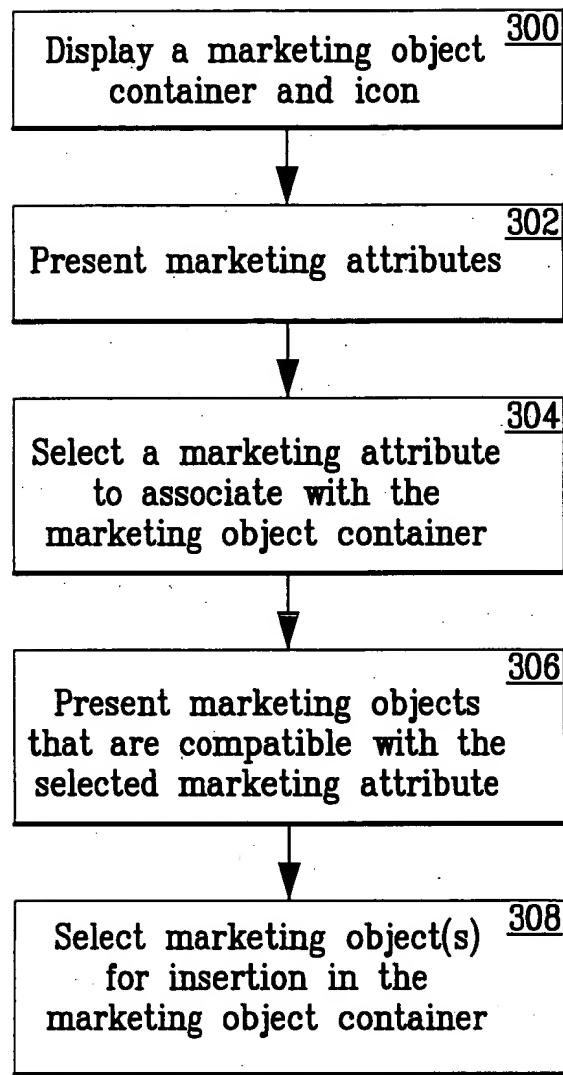


FIG. 3

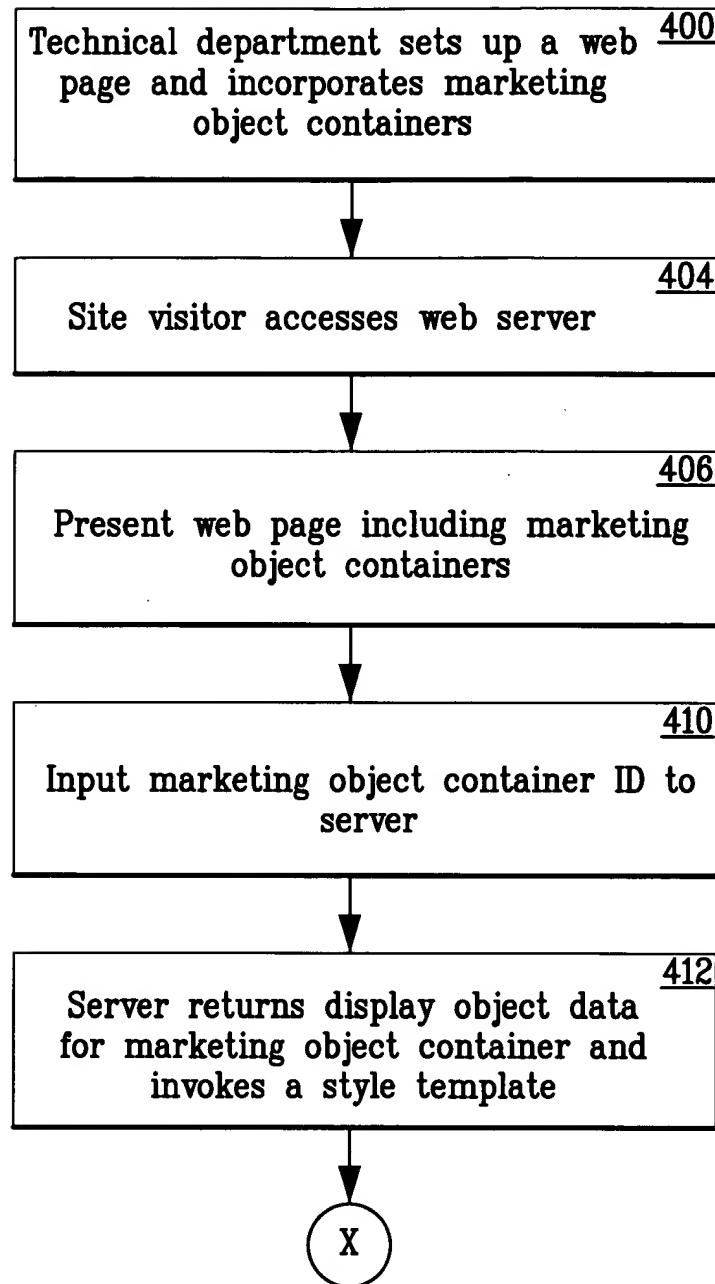


FIG. 4A

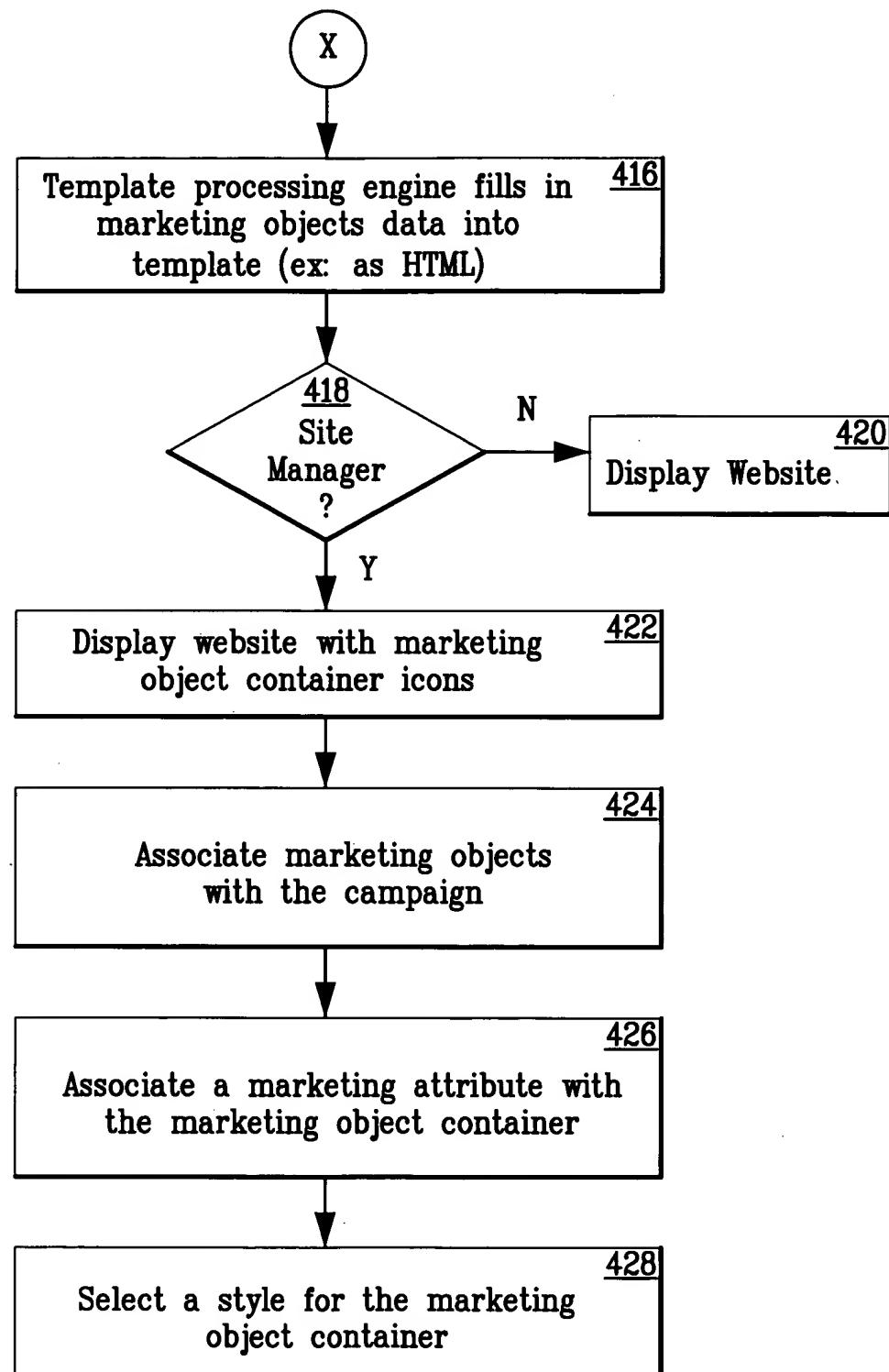


FIG. 4B

6/18

500

<u>Webpage</u>	<u>502</u>	<u>Management Workspace</u>	<u>504</u>				
<u>VShelf</u>	<u>506a</u>	<u>102</u>					
			<table border="1"><tr><td><u>508a</u></td></tr></table>	<u>508a</u>			
<u>508a</u>							
<u>VShelf</u>	<u>506b</u>	<u>101</u>					
			<table border="1"><tr><td><u>508b</u></td></tr></table>	<u>508b</u>			
<u>508b</u>							
			<table border="1"><tr><td><u>518a</u></td></tr><tr><td><u>518b</u></td></tr><tr><td><u>518c</u></td></tr><tr><td><u>Edit</u></td></tr></table>	<u>518a</u>	<u>518b</u>	<u>518c</u>	<u>Edit</u>
<u>518a</u>							
<u>518b</u>							
<u>518c</u>							
<u>Edit</u>							
			<table border="1"><tr><td><u>516</u></td></tr><tr><td><u>Del</u></td></tr></table>	<u>516</u>	<u>Del</u>		
<u>516</u>							
<u>Del</u>							

*FIG. 5*

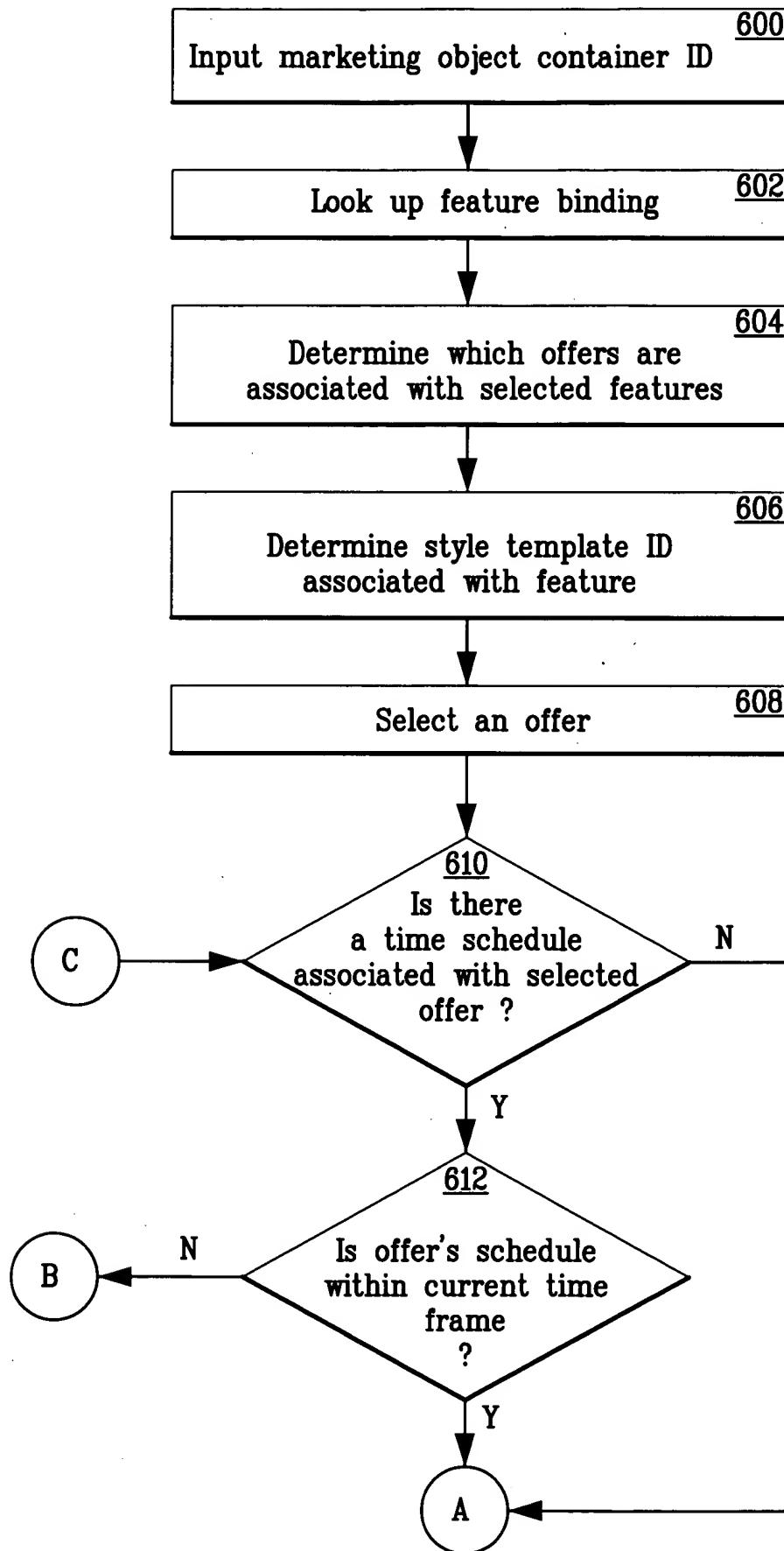
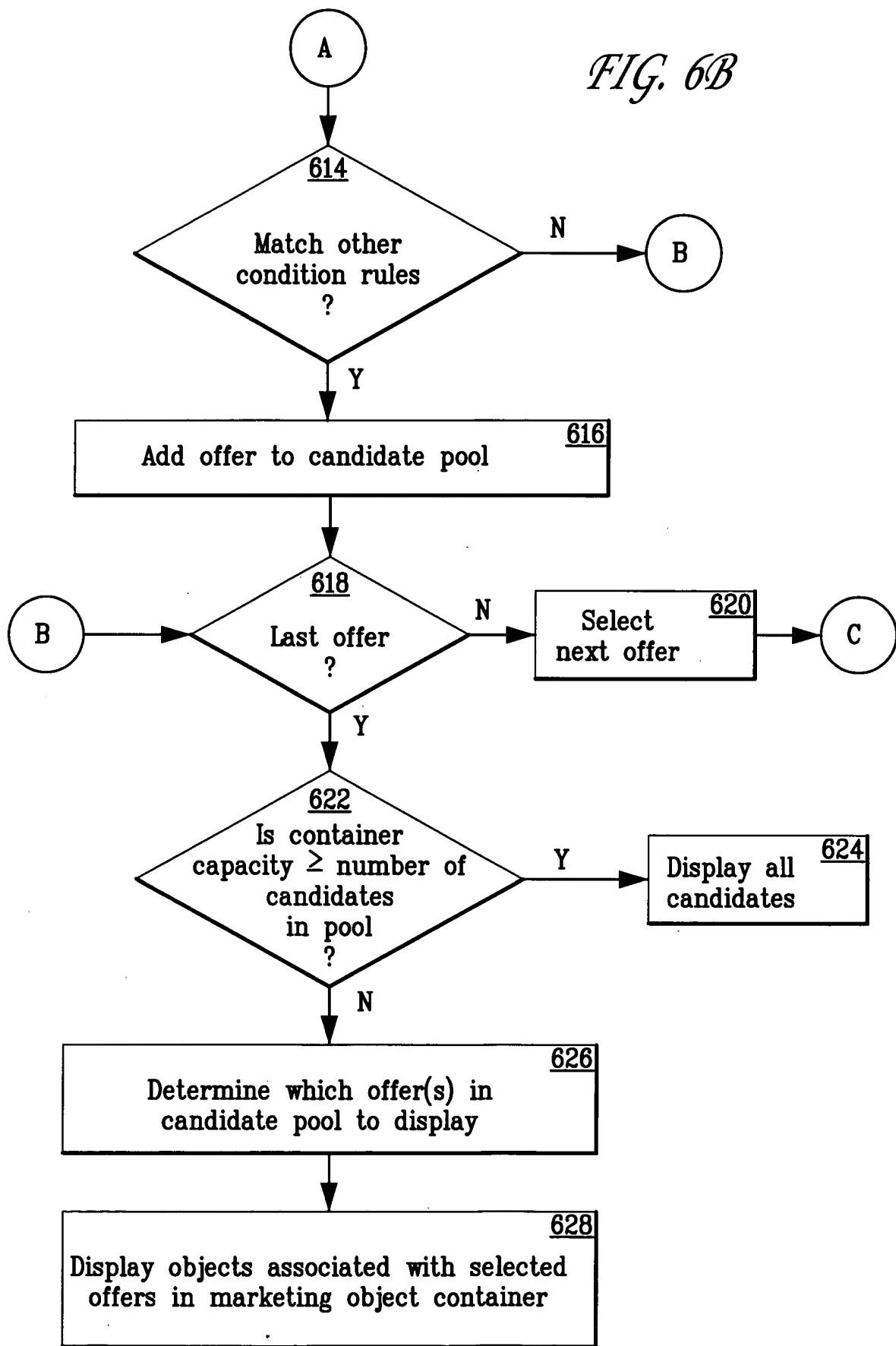


FIG. 6A



## Feature Binding

Marketing Object Container ID	Feature
102	Cross Sell

FIG. 7A

## Feature Table

Feature	Current Item	Item <u>700</u>
Cross Sell	Canon Camera	Camera Pouch
Cross Sell	Canon Camera	Slide pager
Up Sell	Canon Camera	Nikon Camera

FIG. 7B

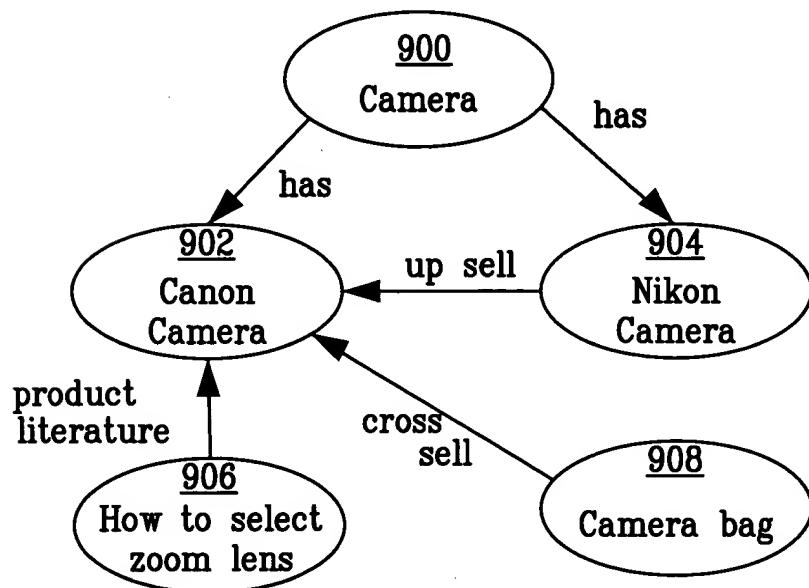


FIG. 8

## REPLACEMENT SHEET

10/18

## Cross sells in the feature table (semantic network)

Feature	Current Item	Item	Starting Time	Ending Time	Marketing Object Container	Targeting Group	Context Targeting
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	Leather Photo/Audio Pouch Item 916218137347	Jun 10 1999 10:00PM	Jul 10 2001 10:00PM	410; 10011203;		For Men;
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	35MM Slide Pages, 50 Pk. Item 916218137687	Jun 10 1999 10:00PM	Jul 10 2000 10:00PM	410; 10011203;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Camplite Camera/Video Illumination Device Item 916218136205	Jun 10 1999 11:00PM	Jul 10 2000 11:00PM	410;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Leather SLR Compartment Case Item 916218147792	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Kids II Easy-Fit Soft Sole Shoes Item 916218141753	© Disney Ursula Doll Item 916218139290	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Hewlett Packard 310se Printer Item 916218146440	Hewlett Packard Bright White Inkjet Paper Item 916218145729	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Camping Package Item 1216	Holga 120S Box Camera Item 916218137018	Jun 12 1999 1:00PM	Jul 12 2004 1:00PM	410;		Deal finder;

FIG. 9

FIG. 9A

FIG. 9B

FIG. 9A

## REPLACEMENT SHEET

11/18

Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	ColorPage- Color Scanner Item 916218135705	Jun 24 1999 11:00AM	Jul 27 2000 11:00AM	
Cross Sell	Camping Package Item 1216	Tour Gate Package Item 2007	Jun 27 1999 12:00PM	Jul 27 2000 12:00PM	10011207;
Cross Sell	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM	
Cross Sell	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM	
Cross Sell	The Crosley 1930's Bluebird Radio Replica Item 916218137898	Crosley Country Wall Phone Item 916218136008	Jun 27 1999 8:00PM	Jul 27 2000 8:00PM	
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	Vivitar ViviCam 2500 Digital Camera Item 916218146951	Jun 28 1999 5:00AM	Jul 28 1999 5:00AM	10011203;
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	ColorPage- Color Scanner Item 916218135705	Aug 25 1999 2:00PM	Sep 24 1999 2:00PM	

FIG. 9B

12/18

*FIG. 10*

<% vShelf "101" %>  
<% vShelf "102" %>  
<% vShelf "103" %>

•  
•  
•

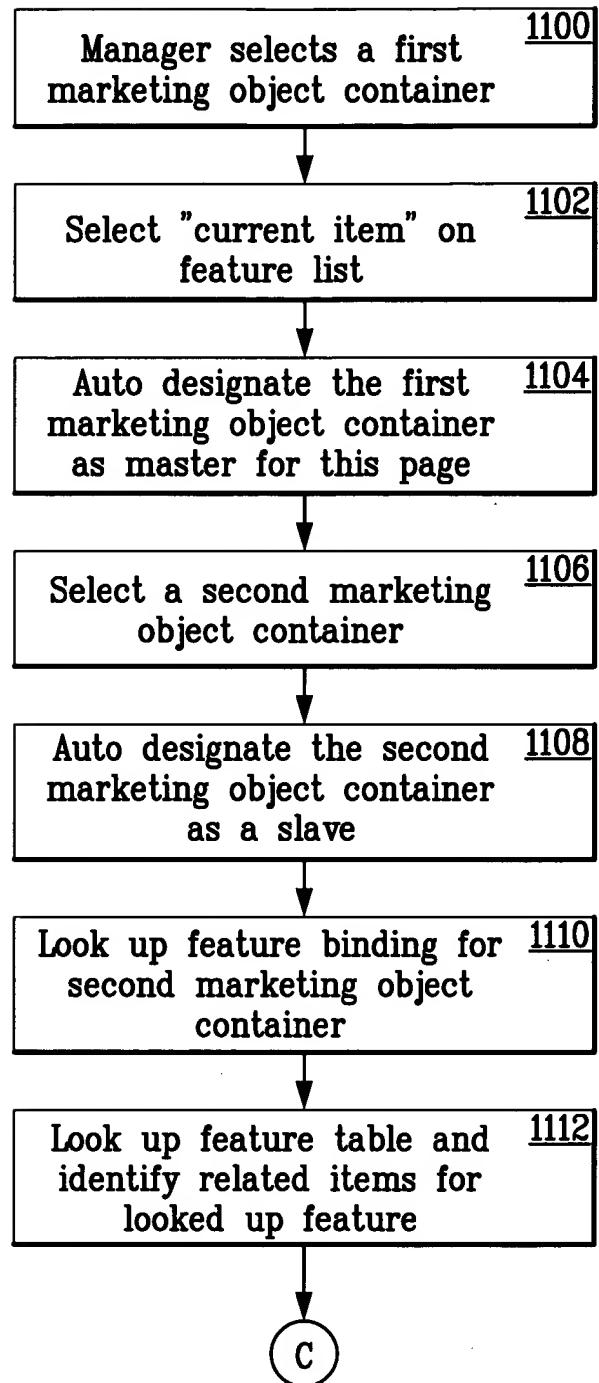


FIG. 11

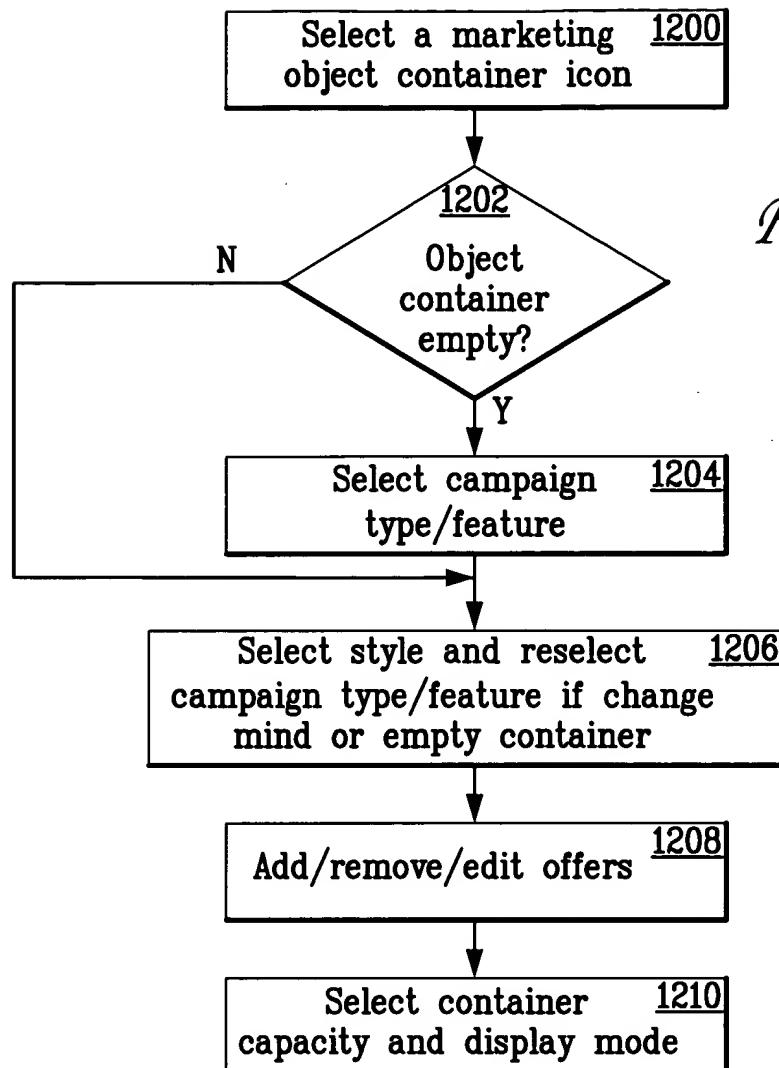


FIG. 12

Create/edit/delete web page 1300

Submit to supervisor 1302

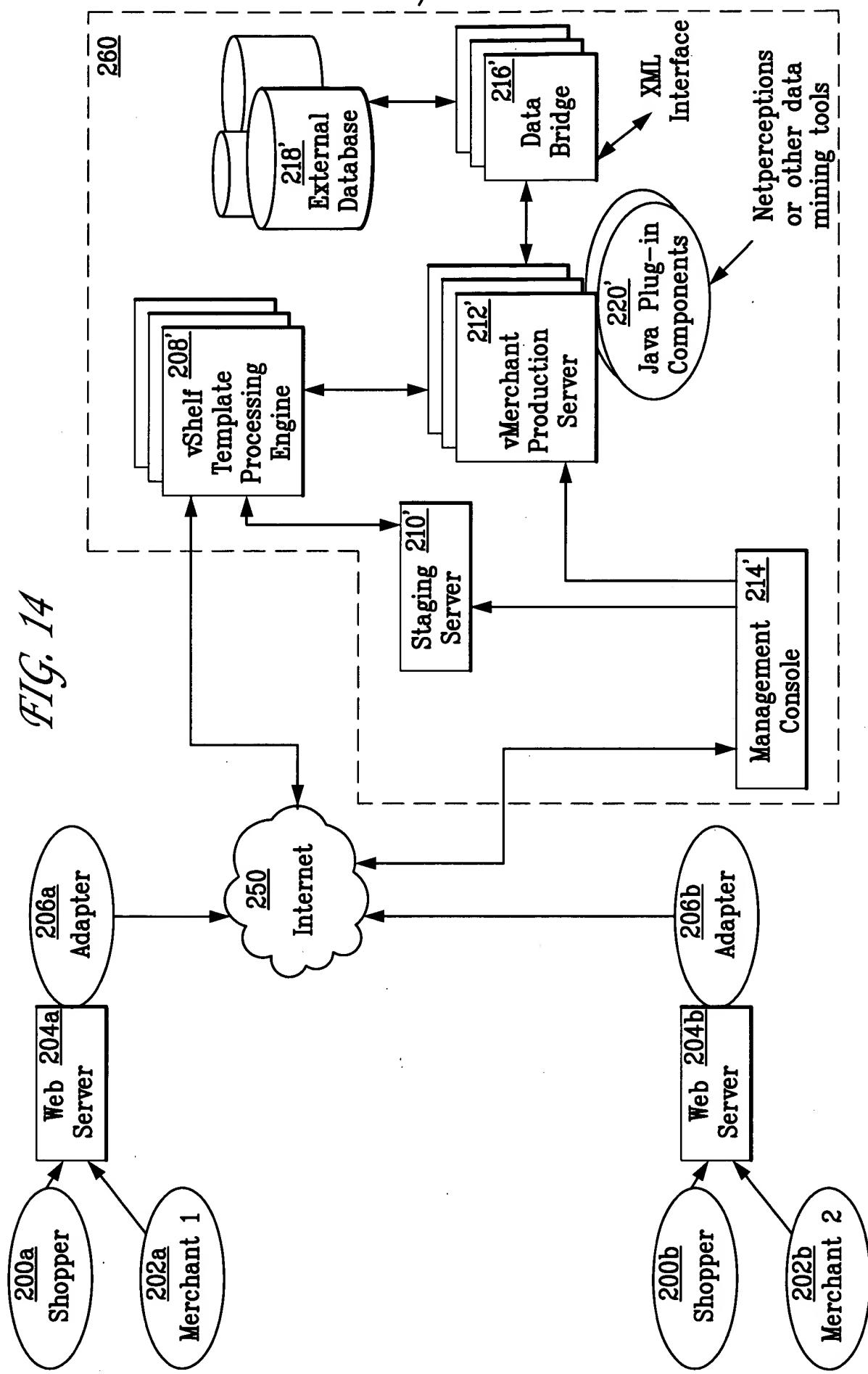
1304 Approved?

1306 End

Update production server for all changes 1308

FIG. 13

FIG. 14



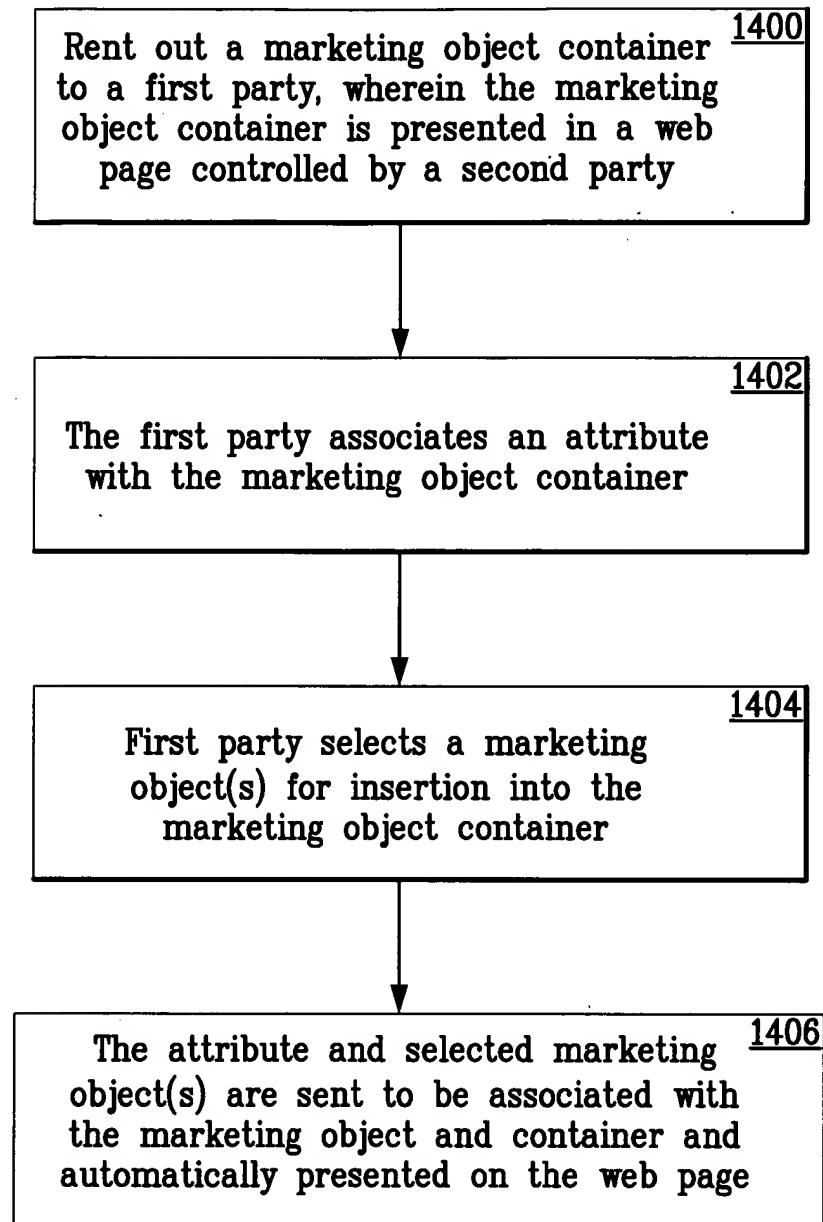


FIG. 15

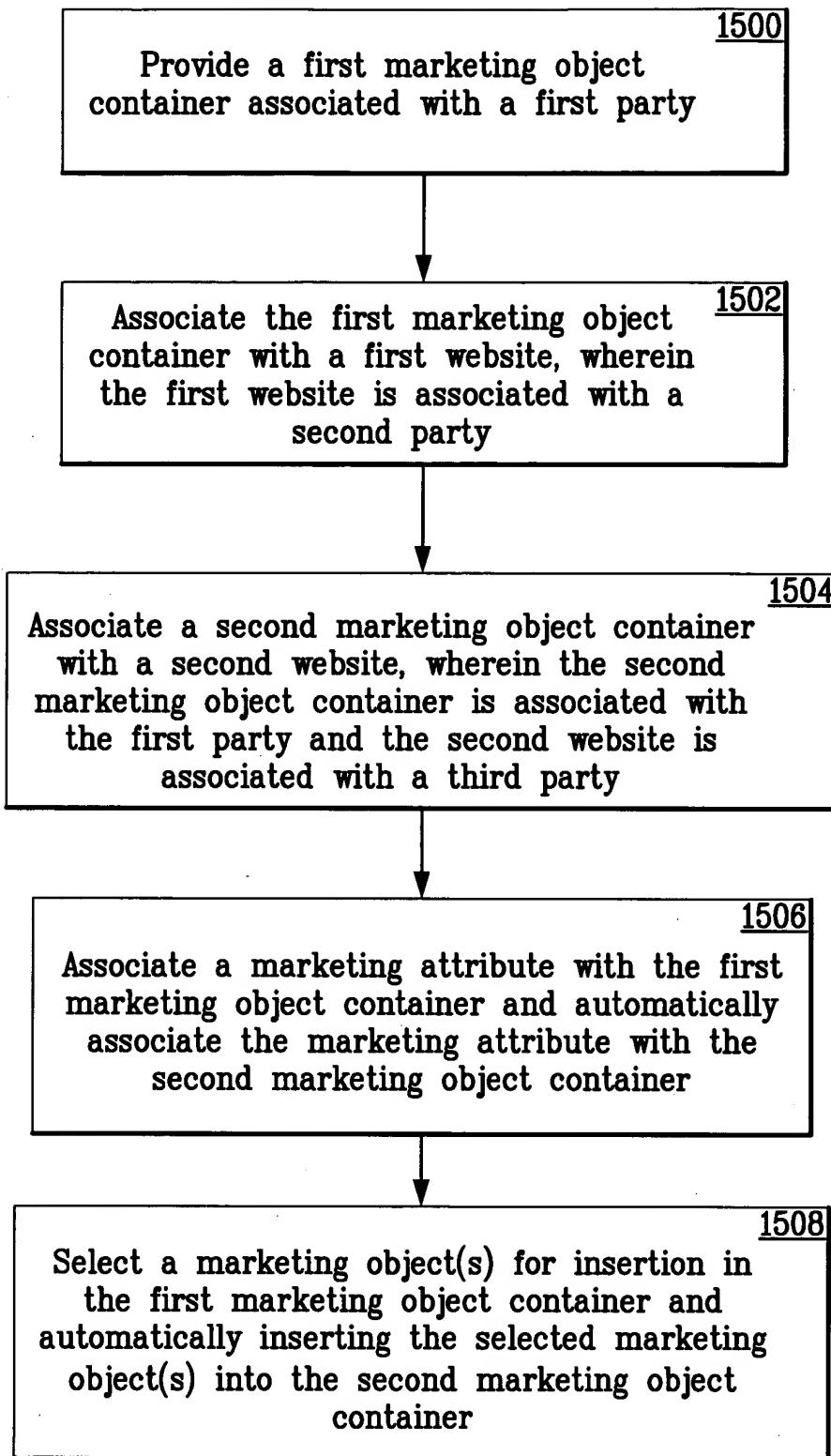


FIG. 16

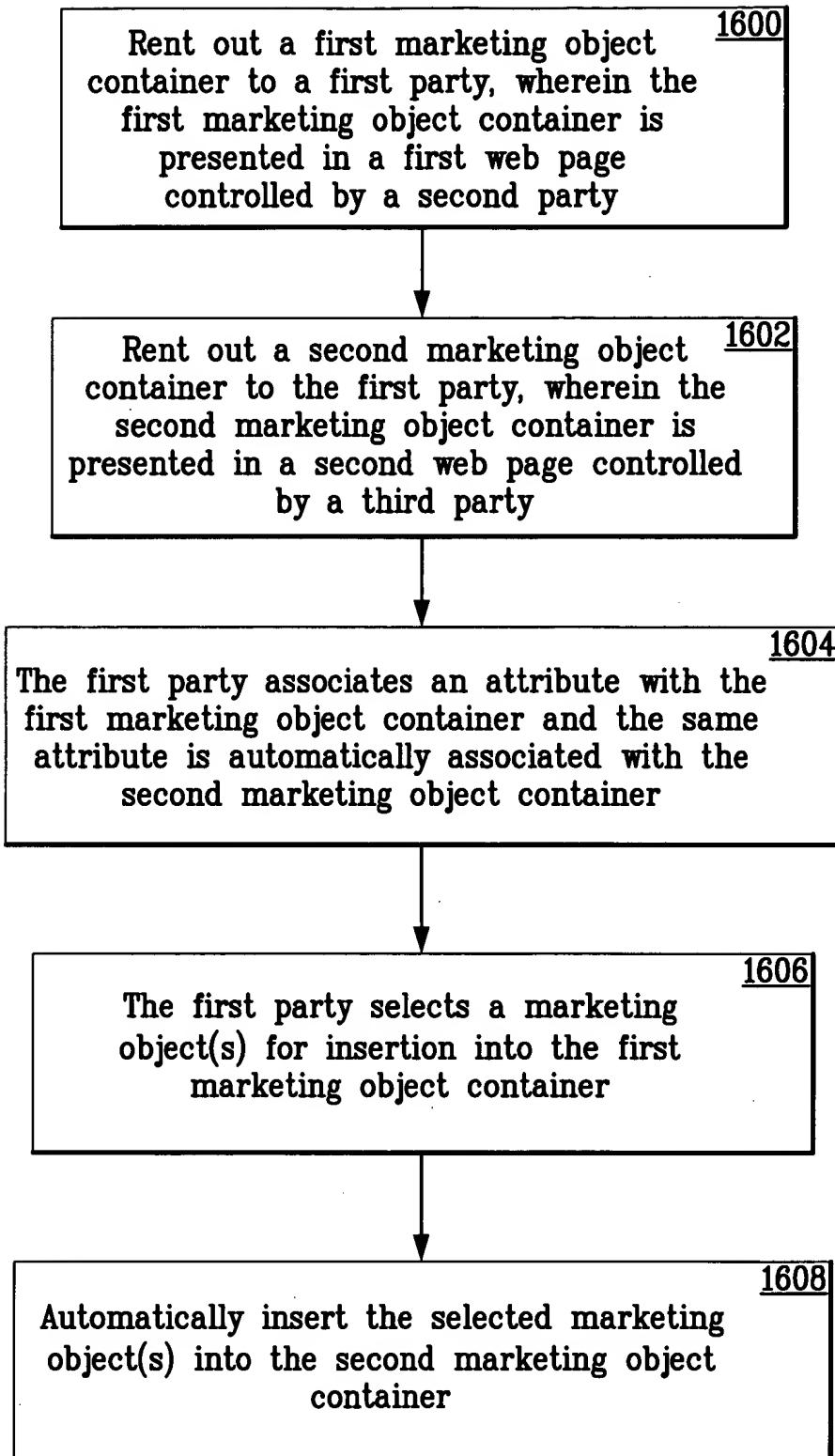


FIG. 17